

COMM 320
Media Production I
Syllabus

Instructor: Paul Green

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This class meets promptly at 2:00pm and runs until 4:00pm Wednesdays and Fridays.

Course Description:

This course is designed to examine various forms and techniques involved in digital media production. Areas of study will include forms of video production, audio production, blogging, vlogging, podcasting, and vodcasting both in the studio and in the field.

Course Objectives:

- A. Introduce students to various forms of electronic media, including video, audio and internet-based media technologies.
- B. Allow each student to develop and sharpen media production skills through hands-on experience in the production process.
- C. Teach students how to make use of internet-based venues for the distribution of their work.
- D. Develop and sharpen media literacy skills.
- E. Develop an appreciation for the diversity of views and experiences which may be sampled through the electronic media.
- F. Encourage students to be active participants in the technology-rich field of media production and distribution.

Student Responsibilities and Requirements:

Students in this class will be responsible for producing a wide variety of electronic media projects. Your fellow students, the community of Salina, your instructors and professors will be among those who have access to these projects. It will be your responsibility to conduct yourself appropriately, and create quality content. Inappropriate material will not be tolerated, including any libel, slander, obscenity, indecency, or any immoral or unethical behavior. The production of such material will be grounds for immediate dismissal from the class with a final grade of "F".

Each student will be held responsible for ensuring their assigned pre-production and production work is completed on-time. Professionals take deadlines seriously, and so should you.

Textbooks:

Required:

Video Production: Disciplines and Techniques, 9th ed., Gross, Foust, Burrows
ISBN 0-07-293548-0

This course, from time-to-time, will make use of certain materials from www.cybercollege.com.
You will need to spend some time on-line reviewing this material as it is assigned.

Other Materials:

The student must provide some sort of magnetic or optical storage media for certain projects.
This can be done on flash drives or CD-RW's.

Grades:

Grades will be determined by your performance, attitude and attendance in each class. You will also be evaluated weekly on your job performance as a member of the studio crew.

Students are eligible to earn up to a total of 1500 grade points for the semester.

A – 1350-1500

B – 1200-1350

C – 1050-1199

D – 900-1049

F – 0-900

Media Projects – 650 points

Volunteer Responsibilities – 350 points

Final Exam - 300 points

Class Participation – 100 points

Attendance – 100 points

Attendance Policy:

Attendance is not only mandatory for all students in the course, it is critical to the success of on-going productions. You are all important members of a studio production crew. Unexcused absences merit the reduction of your final grade by five (5) points per absence. Tardiness will merit the reduction of your final grade by five points for the fifth (5th) tardy arrival of the semester. Perfect attendance will earn the student a five (5) point bonus, applied to the final grade.

Accommodation for Disabilities:

If you have a condition, such as a physical or learning disability, which requires special arrangements to be made to complete course requirements as they have been described to you in this syllabus, you must identify yourself privately to the Academic Dean's Office, ext. 1280, PH 130, during the first week of classes.

Campus Communications:

Almost all of your official KWU communications, including enrollment, financial aid, graduation and course information comes addressed to you at your KWU email and campus box. With this in mind, it is critical that you check both your KWU email and campus box on a regular basis – daily if possible but certainly no less than once a week. The KWU email system is not able to automatically forward emails from the KWU system to another email provider you might use (Yahoo, Hotmail, AOL, etc.), but your other email provider may have a way for you to “pull” your KWU emails from our system to theirs. So, by whatever means, you are responsible for checking your KWU email and campus box regularly in order to stay informed about KWU and course happenings.

Academic Alert Policy:

KWU is invested in helping you achieve your best. Therefore, at the quarter and mid-semester, if the instructor feels that your chance of earning a C or better in the course is in jeopardy, he/she is required to submit your name to the Academic Alert system. If two or more professors submit your name, you will be placed on a list which notifies your advisor, coach, and/or activities director, and, if a financial dependent, your parents. You will be strongly encouraged to develop a written and closely-monitored plan for achieving course success, which may involve tutoring, study-skills instruction, and frequent meetings with your advisor and other professors. If you are placed on the concern list and you do not wish to take advantage of the plan for assistance, you must opt-out in writing with the Dean of Student Life.

The last day to drop this class without academic penalty is Friday, November 3rd.

The final exam date and schedule for this class is Monday, December 11 at 7pm.

Projects

Basic Video Production Technique

1. *The Motion Picture*

This is an exercise at applying motion to a still subject. The focus of video production is to provide visual engagement for an audience. If a subject is not in motion, then the camera needs to provide that motion through the use of trucks, dollies, zooms and pans. All motion needs to be steady and considered.

Deadline: Friday, September 1st

2. *The Composition of Motion*

This is an exercise in tracking motion through video. Proper composition is critical when creating video of an object in motion.

Deadline: Friday, September 8th

3. *The Studio Interview*

This is an exercise in the staging and video capture of a single-camera interview in a controlled studio environment. Attention should be paid to basic lighting technique, camera placement, and proper gripping technique.

Deadline: Friday, September 15th

4. *The Field Interview*

This is an extension of the previous exercise in which the interview is conducted outside the studio. Proper use of natural light, and consideration of proper audio gathering should be the focus of this piece, along with basic composition and camera-handling.

Deadline: Friday, September 22nd

5. *The Self-Portrait*

This is an exercise in the use of single-person composition, where you will set up the camera, operate the camera, and act as talent without outside assistance.

Deadline: Friday, September 29th

Basic Editing Technique

6. Continuity and the Motion Picture

You will stage and videotape a scene requiring multiple camera angles. These shots will then be edited together in Final Cut Pro.

Deadline: Friday, October 6th

7. Compositing Video

Using the material gathered from Exercises 3 and 4 above, you will edit together a multi-layered video using additional video gathered to supplement your production.

Deadline: Friday, October 13th

8. Titling and CG's

Using the edited products in 6 and 7 above, you will add titles and CG's to your production.

Deadline: Friday, October 20th

Comprehensive Projects

9. The Arts

You will select an artist or piece of artwork and create a five-minute production focusing on that artist or artwork.

Deadline: Friday, November 3rd

10. Music Video

You will create a five-minute music video around a pre-selected piece of instrumental music.

Deadline: Friday, November 17th

11. The Humanities

You will conduct a field interview of an instructor, staff, or faculty member of Kansas Wesleyan University, or any other local educational institution. You will edit the footage and submit a complete three-minute feature for cablecast on Salina's Education Access Channel 19.

Deadline: Friday, December 8th

Electronic Projects

12. *Blogging/Vlogging*

You will develop and maintain a weblog, featuring at least one video and audio clip.

Deadline: Ongoing

13. *Pod/Vodcasting*

You will create a syndicated podcast/vodcast, featuring commentary about your experiences in media production.

Deadline: Ongoing

Deadlines

Deadlines are non-negotiable. Work submitted past the deadline date will be evaluated for content, but will result in a grade of zero.

Outside Volunteer Work

You are required to volunteer a minimum of four hours in production work at Community Access Television of Salina, Inc. Your volunteer experience may be in field production, studio production, or in linear or non-linear post-production. You are strongly encouraged to take advantage of Community Access as a platform for continued growth and practice in media production skills, and as a venue to exercise your creativity and talent during your student career at Kansas Wesleyan University.

KWU Football

You are also required to work as crew for at least one KWU home football game. Each game requires two camera operators and, later in the season, a director. During your crew shift, you are required to arrive at least one-half hour before the game begins, and assist in striking the equipment once the game has finished.

KWU Football Home Games

All Games are Saturdays

Date	Opponent	Crew Call
September 23	University of Saint Mary	6:00 PM
October 7	Southwestern College	6:00 PM
October 14	Southwestern Assemblies of God	6:00 PM
October 21	McPherson College	12:30 PM
November 11	Bethany College	12:30 PM

The final day to drop this class without academic penalty is Friday, November 3rd.

The final exam for this class will be held Monday, December 11 at 3:30pm.